

Macland Road Corridor Study - Public Meeting August 8, 2007

SWOT (Strengths, Weaknesses, Opportunities and Threats) Citizen Response*

*Citizens who attended the **August 8, 2007 Macland Road Corridor Study Meeting** were invited to participate in the SWOT analysis and divided in three groups. Comments from each group are highlighted in different colors.

<p>Strengths:</p> <ul style="list-style-type: none"> ○ West Cobb appealing and unique ○ Lost Mountain commercial node ○ Residential nature ○ 2-lane (near Paulding County line) ○ Hard to get to (a bedroom community) ○ The aquatic center is an asset ○ Property values have increased ○ Large lots ○ Low crime ○ Low density increases the quality of life ○ Large tracts of land ○ Rural ○ Not like East Cobb ○ Contours to the land ○ Low density ○ Sustainable agriculture ○ High quality of life ○ 4-lane ○ Access ○ Rural ○ New subdivision look ○ Planted medians ○ Large lots ○ Undeveloped 	<p>Weaknesses:</p> <ul style="list-style-type: none"> ○ Lack of parks and recreation/community facilities ○ Lack of services i.e. shops and restaurants ○ Truck noise ○ Lack of continuous sidewalks ○ 2-lanes (congestion) ○ No service roads ○ Trinity Chapel congestion ○ Bullard Road and Florence Road do not connect ○ Currently no gas station (would like a nice-looking one) ○ Developers maximizing profit against community desire ○ Speed limit (55 mph preferred) ○ Buffer areas ○ Better guidelines for OSC (Open Space Community) ○ Road widening-divided ○ Widen shoulders at intersection ○ Lack of funds for transportation improvements ○ Lots of real estate for sale (transition from residential to commercial) ○ Difficult to turn left
<p>Opportunities:</p> <ul style="list-style-type: none"> ○ Standardize design (guidelines) ○ Create unique aesthetic (identity) ○ Public transportation ○ Practical commercial design with a low-impact on traffic ○ Options for children/families ○ Create jobs in area ○ Workforce housing with schools ○ Restored Historic properties ○ Multiuse path - connect recreational facilities ○ Commercial design guidelines ○ Villa Ricca to MacEachern node ○ Rural ambiance i.e. picket fence, church steeple, brick structures and buildings framing street ○ Sidewalks from Macland to MacEachern ○ No access policy ○ Office building/park (professional- medical) ○ Post office/mail drop ○ Fire Station ○ Liaisons between planning, zoning and school board ○ Gas Station ○ Parks/Conservation areas 	<p>Threats:</p> <ul style="list-style-type: none"> ○ Increased density with lack of infrastructure ○ Road improvements equals increased commercial development ○ Increased growth equals (potential) increase in crime rates ○ Amend FLU (Future Land Use) before rezoning ○ Too many traffic lights ○ Traffic ○ Density ○ Air quality ○ Paulding commuters ○ No more stop lights ○ New commercial ○ Funding ○ Lack of infrastructure ○ Diverse opinions ○ Imbalance between property rights and public interest ○ Misuse of eminent domain ○ More growth equals more crime